

Message Text

UNCLASSIFIED

PAGE 01 NEW DE 03794 100514Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----048550 110725Z /65

R 100451Z MAR 78
FM AMEMBASSY NEW DELHI
TO SECSTATE WASHDC 0085
USDOC WASHDC
INFO AMCONSUL BOMBAY
AMCONSUL MADRAS
AMCONSUL CALCUTTA

UNCLAS NEW DELHI 3794

E.O. 11652: N/A
TAGS: BEXP IN
SUBJECT: COMPUTER PERIPHERAL EQUIPMENT CATALOG SHOW-FY79

REF: STATE 041043

1. IN PARA 2(A) REFTEL, WASHINGTON COMMERCIAL ACTION GROUP (WCAG) SUGGESTED THAT COMPUTER PERIPHERAL EQUIPMENT CATALOG SHOW BE SCHEDULED DURING SEPTEMBER/OCTOBER 1978 AND MARKET RESEARCH BE UPDATED AND SUBMITTED TO USDOC BY MARCH 30, 1978. WCAG SUGGESTED ALTERNATIVELY A POST-INITIATED SHOWING OF FILMS/VTRS TO BE OBTAINED FROM USIS.

2. MISSION IS WILLING PROMOTE CATALOG EXHIBIT OR FILMS/VTR SHOW OR COMBINATION CATALOG/FILM/VTR SHOW FOR THIS PRODUCT CATEGORY. WE BELIEVE COMBINATION CATALOG/FILM/VTR SHOW WOULD BE VERY EFFECTIVE PROMOTION EVENT FOR COMPUTER PERIPHERAL EQUIPMENT. WE RECOMMEND MARCH 1979 AS DATE FOR EXHIBIT WITH UPDATE OF MARKET RESEARCH TO BE COMPLETED BY 30 SEPT. 1978.

3. TRADE PROMOTION EVENT CALENDAR FOR FY 1979 FOR INDIA NOW STANDS AT FOUR CATALOG SHOWS AND TWO TRADE MISSIONS AS FOLLOWS:

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PAGE 02 NEW DE 03794 100514Z

OCT/NOV 78 - COMMUNICATIONS EQUIPMENT TRADE MISSION
JAN 79 - HEALTH CARE EQUIPMENT CATALOG SHOW
FEB 79 - METAL WORKING AND FINISHING EQUIPMENT TRADE MISSION
(IOGA) SPONSORED BY NATIONAL MACHINE TOOL BUILDERS ASSOCIATION
(TENTATIVE)

MAR 79 - COMPUTER PERIPHERALS CATALOG AND FILM SHOW

APRIL 79 - INDUSTRIAL PROCESS CONTROL EQUIPMENT
CATALOG SHOW

SEPT 79 - ELECTRONIC INSTRUMENTATION, PROCESSING, AND
TEST EQUIPMENT AND COMPONENTS CATALOG SHOW (TENTATIVE).
GOHEEN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 10 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978NEWDE03794
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
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Expiration:
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Format: TEL
From: NEW DELHI
Handling Restrictions: n/a
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Litigation History:
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SAS ID: 3373576
Secure: OPEN
Status: NATIVE
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TAGS: BEXP, IN
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a1a3acc9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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